

What is claimed is:

1. A process for the deodorization of pigment derived from fish comprising contacting said pigment with a complex metal hydride.
2. The process of claim 1 wherein said pigment is a mixture of guanine and hypoxanthine.
3. The process of claim 1 wherein said pigment is in the form of a paste comprising pigment and water when contacted with said complex metal hydride.
4. The process of claim 1 wherein said complex metal hydride is sodium borohydride.
5. The process of claim 1 comprising mixing said complex metal hydride and said pigment to form a mixture and subsequently adding a weak acid to cause foaming and off-gassing from said mixture.
6. The method of claim 5 wherein said complex metal hydride is sodium borohydride.
7. The process of claim 6 wherein said weak acid is an organic acid.

8. The process of claim 7 wherein said organic acid is acetic acid.
9. The process of claim 6 wherein said pigment is in the form of a paste comprising pigment and water, mixing said paste with sodium borohydride to form a mixture, said sodium borohydride being added to said mixture in amounts ranging from 0.5 – 10 wt % of said pigment paste.
10. The process of claim 9 wherein said sodium borohydride is added as a solid powder.
11. The process of claim 10 wherein said sodium borohydride powder is added in amounts of 1 wt % relative to said pigment paste.
12. The process of claim 9 wherein said weak acid is added in amounts of from about 0.5 to 10 wt % of said pigment paste.
13. The process of claim 12 wherein said weak acid is added in a mounts of about 1 wt % relative to said pigment paste.
14. The process of claim 9 wherein said weak acid is added to said mixture of pigment paste and sodium borohydride no more than three hours after said mixture is formed.

15. The process of claim 14 wherein said weak acid is added to said mixture of pigment paste and sodium borohydride less than one hour after said mixture is formed.
- 5 16. The process of claim 9 wherein said weak acid is an organic acid.
17. The process of claim 16 wherein said organic acid is acetic acid.
- 10 18. A cosmetic formulation containing the pigment treated in accordance with the process of claim 1.
19. A cosmetic formulation containing the pigment treated in accordance with the process of claim 5.
- 15 20. A cosmetic formulation containing the pigment treated in accordance with the process of claim 10.